

Sale Departments Include:
 Blankets
 White Goods
 Comfortables and Pillows
 Lace Curtains
 Portieres
 Laces and Embroideries
 Women's and Misses' Dresses
 Rugs
 Draperies
 Housedresses
 Infants' Woolens
 Corsets
 Blouses
 Women's and Misses' Dresses

HEARN

FOURTEENTH STREET

ESTABLISHED 1827

WEST OF FIFTH AVENUE

Sale Departments Include:
 Table Linens
 Towels, Toweling
 Decorative Linen
 Petticoats
 Muslin Underwear
 Silk Lingerie
 Muslins
 Sheets
 Pillow Cases
 Spreads
 Ticking
 Flannels
 Children's Underwear
 Infants' Dresses

21st JANUARY SALE=Continues

LIVING UP TO CUSTOMERS' EXPECTATIONS

Two roads are open to the retailer. He may ask a profit on the original cost of his merchandise bought before the drop in the wholesale market, or lower his prices to meet the changed price conditions.

The second way is our way. We would rather sacrifice profits and keep our customers than lose our customers and lessen our volume of business.

Our salespeople are now waiting on nearly twice as many customers as formerly because our January Sale values are meeting the new price conditions with extra January price cuts.

This quick turnover of goods keeps us always in a position to go into the market and buy for cash at lowest prices; therefore compare our January Sale values with those elsewhere and you will realize these money-saving opportunities.

For example, the following for both Monday and Tuesday:—Roosevelt wisely said: "Thrift is common sense applied to spending."

Third Week—January Sale

HEARN TOWELS

Clever cash buying is the secret of our matchless values

Bleached Cotton Huck Towels—red or white stripe borders—were .21.....Sale **1.12½**
Cotton Huck Towels—soft finish full bleached cotton—hemmed or hemstitched—white damask borders—were .38.....Sale **.25**
Union Linen Huck Towels—(part cotton)—heavy quality—hemmed white border—were .58.....Sale **.36**
Turkish Towels—hemmed—colored stripe or check centre and border—were .68.....Sale **.36**
Turkish Bath Towels—finely woven—full bleached quality—plain or Jacquard centres—wide colored border, with initial wreath—were \$1.68.....Sale **1.09**
Hemstitched Huck Towels—fine quality Union linen (part cotton)—white damask border—were \$1.38.....Sale **.74**
Guest Size Hand Towels—pure linen huck—plain or damask border—hemstitched—were .87.....Sale **.68**
Union Linen Towel—heavy quality (part cotton)—word "Kitchen" woven through centre—were .88.....Sale **.47**
Large Size Huck Towels—Union linen (part cotton)—hemmed white damask border, with wreath for initial—were .87.....Sale **.53**
Pure Linen Huck Towels—plain figured centres—wide damask border, with wreath for initial—hemstitched—were \$2.24.....Sale **1.17**

21st January Sale

Women's and Misses' Embroidered Tricotine Dresses

45.50

Were \$54.75

Illustrated—A stunning Spring model of new fashion showing a tricotine coat—dress elaborately embroidered in gray and Henna over a gray crepe de chine underrobe.

Clearance
Women's and Misses' Afternoon Dresses
23.50

Were \$39.75 to \$54.75
 Crepe de Chine, satin Charmeuse and georgette dresses in a variety of handsome models in dark and colors, light shades also in crepe de chine.



MORNING SPECIALS—MONDAY AND TUESDAY Until 1 P. M.
 To prevent dealers buying, quantities restricted. No Mail or Telephone Orders.

\$1.97 All Wool French Serges—40 and 42 inches wide—navy, brown and black. DRESS GOODS—MAIN FLOOR.
\$1.74 Taffetas, 35 in.Sale **1.10**
 Chiffon finish—navy and black only—good wearing quality. SILKS—MAIN FLOOR.
\$58.50 Seamless Velvet Rugs—44.00
 Bigelow Hartford make—9x12 feet Oriental and small carpet designs on blue, rose and cream grounds. RUGS—THIRD FLOOR.
\$1.24 Little Tots' White Dresses, .57
 Yoke and Bishop styles in nainsook, lawn and poplin—sizes to 3 years. BABIES' WEAR—SECOND FLOOR.
\$2.00 Pattern Cloths,1.75
 Firmly woven, bleached mercerized damask—unusually good patterns. LINENS—MAIN FLOOR.
28 ct. Women's Cotton Hose,15
 Seamed back—black or white—seconds of 35 quality—all sizes. HOSIERY—MAIN FLOOR.
\$1.07 & \$1.17 Women's Underwear, .73
 Cotton fleeced vests or drawers—various styles—regular and extra sizes. KNT UNDERWEAR—MAIN FLOOR.
\$6.77 Silkline Comfortables,4.35
 Flowered centre—plain border—cotton filled—white weight—full size. COMFORTABLES—BASEMENT.
17 ct. Fancy Crepe,21
 Blue bird and floral effects. WASH FABRICS—BASEMENT.
84 ct. Sheets,54
 72x90 inches—soft finished muslin—centre seam. SHEETS—BASEMENT.
\$4.98 Crochet Spreads,3.24
 Pull size—hemmed or fringed—pretty designs. SPREADS—BASEMENT.
\$6.97 Marie Antoinette Curtains, 4.88
 New designs—mounted on first quality net—white or Arabian. CURTAINS—BASEMENT.
57 ct. Fine Cretonnes,39
 Yard wide—over 40 new patterns in floral, Chinese, tapestry, verdure and Chinese effects. CRETONNES—BASEMENT.
35 ct. Outing Flannel,37
 Warm fleecy nap—pink or blue stripes. WASH FABRICS—BASEMENT.
\$3.25 Men's Felt Hats,1.95
 Desirable colors—pull made—all sizes. MEN'S HATS—MAIN FLOOR.
\$2.65 Men's Starched Cuff Shirts, 1.85
 Neat colored stripes on white grounds—hand ironed—all sizes. MEN'S WEAR—MAIN FLOOR.
\$1.00 Women's Felt Slippers,45
 Felt soles—gray and maroon—sizes 3 to 8. SHOES—SECOND FLOOR.

Great Special Purchase

Entire Stock of

MUSLIN UNDERWEAR

deceased, James A. Hearn & Son,
 14th Street - West of Fifth Avenue,
 New York.

We accept your check in payment for our ENTIRE STOCK OF FINE MUSLIN UNDERWEAR AND LINENS closed out to you preparatory to our retiring from business.

Having been famous underwear manufacturers for more than fifty years and noted for the unusual quality of our garments, we can say it is the best offering to anyone in our business career.

The prices you paid for the underwear are such as to enable your customers to buy fine underwear at the lowest prices in years.

Wishing you every success in your sale of this merchandise, we are

Yours truly,
 James A. Hearn & Son
 James A. Hearn & Son

We have purchased the entire stock of undermuslins, including samples, from a noted manufacturer who, after fifty-four years in business, is now retiring and desired to close out. Naturally the opportunity to purchase fell to us, because of our ABILITY TO BUY FOR CASH, which in this, as in other purchases, BROUGHT US GREAT CONCESSIONS.

The assortments are large, varied and extremely fine in materials, trimmings and workmanship. The consignments arrived too late for us to print a detailed description or price list, BUT YOU WILL FIND VALUES WITHOUT EXCEPTION AMAZINGLY GOOD.

Included Are:—

Straight, Envelope and Vest Chemises—
 Crepe, nainsook, batiste and silk mixtures.
Nightdresses—
 nainsook and soft finished muslin, exquisitely trimmed.
Drawers—
 nainsook and cambric—regular and Isabella styles.

Petticoats—
 sateen, nainsook and cambric.
Bloomers—
 nainsook, crepe, silk mixtures and sateen.
Triplons, Corset Covers and Short Petticoats—

Sizes for children and extra sizes included.

MONDAY

TUESDAY

Special Purchase Sale

MADRAS CURTAINS

1.88 pair

Usually \$3.47 and \$3.75

About forty-five hundred pairs of madras curtains, with slight misweaves, present a golden opportunity to curtain homes, apartments or hotels and clubs at nearly half price. There is a large assortment of curtains in solid cream color with design of detached figures and double border. Other styles show dainty rosebuds or allover floral patterns in rose, blue or gold shades.

At Large Reductions

Fine Hair Switches

It is so easy to arrange your hair attractively with the aid of a wavy switch, and costs so little if you buy it now while reduced.

Wavy Switches—three short stems—were \$3.45.....**1.95 and 2.45**
Longer Switches—were \$7.50.....**4.95**
Gray Switches—18 inches long—were \$6.95.....**4.95**

SECOND FLOOR

Silk Hosiery

Values That Prove the Advantage of Buying Here.

Women's Black Silk Hose—full-fashioned—lace clocks—were \$3.97.....**2.85**
Women's All-Silk Hose—full-fashioned—cordovan and black—were \$3.57.....**2.55**

January Sale Specials for Third Week

Mignonette Blouses—tie-back models, attractively embroidered—bisque, oriole, Copenhagen and navy—were \$4.94.....**3.28**

Georgette Crepe Blouses—white, flesh and costume shades—a variety of beautiful styles elaborately trimmed—were \$11.98 and \$12.68.....**7.77**

Voile Blouses—daintily trimmed with lace and embroidery—were \$2.67.....**1.54**

Hand-made Batiste Blouses—made with hemstitching, drawn work, and finished with filet lace edging—were \$6.85.....**4.73**

Girls' White Guimpes—sheer lawn, with fine tucks and embroidery inserting or finished with picot edge—sizes 6 to 14 years—were \$1.28.....**.88**

Girls' White Dresses—sheer organdy trimmed with lace and embroidery—sizes 6 to 14 years—were \$1.94.....**1.57**

Continuing Our Special Purchase Sale

House Dresses

Checked plaid or plain-color gingham and chambray house dresses, twenty-seven styles; various colors, prettily trimmed.

Sizes 36 to 44—were \$4.94 to \$5.50.....**2.68**

Sizes 36 to 46—were \$5.94 to \$7.94.....**3.68**

Extra sizes—48 to 52—were \$5.94 to \$7.50.....**3.88**

NOW REDUCED

Exquisite French Dress Trimmings

Our Own Importation
 This is a rare opportunity to buy unusual beautiful trimmings for your Spring dresses. The selection includes wool bandings and allovers, embroidered Georgette bandings, and flouncings from 4 to 36 inches wide. Ostrich feather bandings and semi-made beaded belts are also priced greatly below value.

Were \$62.47.....3.4.17
Were \$28.74.....1.7.24
Were \$29.28.....1.7.57
Were \$13.28.....8.67
Were \$11.78.....7.17
Were \$8.97.....5.87
Were \$6.97.....4.67
Were \$2.34.....1.54
Were \$1.74.....1.18
Were \$2.34.....1.47

This is National Thrift Week

which we are all asked to observe in memory of that great American statesman Benjamin Franklin. Practical guidance toward realization of our thrift ideals is expressed in the words of Roosevelt. "Thrift is common sense applied to spending."

HEARN Bed Muslins

36-Inch Fruit of the Loom Muslin

36-in. Lonsdale Muslin
 36-in. Hill Muslin

16½
 Worth .26

Limit 30 Yards. No Mail or Phone Orders. None Sent C. O. D.

Standard Quality Sheetings—Bleached—

42 in. wide—were .46.Sale **.25**

45 in. wide—were .51.Sale **.27**

50 in. wide—were .56.Sale **.31**

54 in. wide—were .61.Sale **.36**

63 in. wide—were .72.Sale **.39**

72 in. wide—were .77.Sale **.42**

81 in. wide—were .82.Sale **.44**

90 in. wide—were .86.Sale **.49**

Unbleached—

45 in. wide—were .46.Sale **.25**

54 in. wide—were .56.Sale **.31**

63 in. wide—were .65.Sale **.36**

72 in. wide—were .72.Sale **.39**

81 in. wide—were .75.Sale **.42**

90 in. wide—were .82.Sale **.44**

Special Lot of Hemstitched Sheets and Pillow Cases

Pillow Cases—

42x36 in.—were .52.Sale **.32**

45x36 in.—were .57.Sale **.34**

Sheets—

54x99 in.—were 1.97.Sale **.97**

72x99 in.—were 2.07.Sale **1.17**

72x99 in.—were 2.19.Sale **1.21**

81x99 in.—were 2.19.Sale **1.21**

81x99 in.—were 2.34.Sale **1.32**

90x99 in.—were 2.34.Sale **1.32**

90x99 in.—were 2.47.Sale **1.44**

No Mail or Telephone Orders

Bedspreads at Sale Prices

Three-Quarter Size Crochet

Spreads—assorted patterns—

were \$2.69.....Sale **1.57**

Full and ¾ Size Spreads—various designs—

were \$2.98.....Sale **1.97**

Full and ¾ Size Spreads—scal-

loped, hemmed or fringed—

were \$4.98.....Sale **3.49**

Full Size Spreads—satin Mar-

seilles, hemmed or scalloped—

attractive styles—were \$6.98.....Sale **4.67**

Satin Marseilles Spreads—full

size, hemmed or scalloped—

beautiful patterns—were \$7.98.....Sale **5.67**

No Mail or Telephone Orders on the above.

Special Purchase

BOYS' BLOUSES

.78

Were \$1.48

This is a very unusual offer, because these blouses are all from a famous maker and are beautifully made of finest materials.

Materials are fancy striped and figured percale, pongee and madras, in light, medium and dark colors, white also.

All have attached collar, double yoke, lined and faced sleeves, and pocket.
 Sizes 7 to 16.

Clearance

Little Tots' Colored Coats

Sizes to 4 years

Coats remaining from our Special Purchase Sale are reduced for a quick clearaway.

Were \$10.00 to \$15.00

5.97

Others were \$22.97.....**19.97**
 Others were \$39.97.....**29.97**
 Others were \$69.57.....**39.97**